

## **S. Chan Choi**

Full name: Choi, Seung-chan

### **Office:**

Department of Marketing  
Rutgers Business School—Newark and New Brunswick  
100 Rockafeller Road #3139  
Piscataway, NJ 08854  
Office: (848)445-3525  
E-Mail: chanchoi@rutgers.edu

### **PROFESSIONAL EXPERIENCE**

July 2022 – Current: Chair of Marketing Department, Rutgers Business School  
Sept. 2011 – Current: Director, Center for Marketing Research and MBA-MRIA Concentration,  
Rutgers Business School  
Nov. 2017 – June 2020: Chair of Marketing Department, Rutgers Business School  
July 2015 – Oct. 2017: Vice Chair of Marketing Department, Rutgers Business School  
Mar. 2010 – Aug. 2010: Visiting Scholar, Ajou University, Suwon, Korea  
July 2008 – Dec. 2008: Fulbright US Scholar, Visiting Scholar, KAIST, Seoul, Korea  
July 2007 – Current: Professor of Marketing, Rutgers Business School  
July 2005 – June 2008: Chair of Marketing Department, Rutgers Business School  
July 2001 – June 2005: Vice Chair of Marketing Department, Rutgers Business School  
Sept 2002 – Dec 2002: Visiting Scholar, Seoul National University  
Sept 1995 – May 1996: Visiting Scholar, KAIST, Daejeon, Korea  
July 1995 – June 2007: Associate Professor of Marketing (tenured), Rutgers Business School  
July 1999 – Dec. 2008: Marketing Research Consulting Director, HCD Inc., Flemington, NJ.  
July 1990 – June 1995: Assistant Professor of Marketing, Rutgers Business School; Henry  
Rutgers Research Fellow 1990-1992  
August 1988 – August 1990: Assistant Professor, Marketing/Quantitative Studies, San Jose State  
University.  
July 1977 – February 1978: Detail and Sales, Ildong Pharmaceutical Co., Seoul, Korea.

## **EDUCATION**

Ph.D., Decision Sciences/Marketing, The Wharton School of University of Pennsylvania (1988)  
M.A., Decision Sciences, Wharton School, University of Pennsylvania (1988)  
M.B.A., Management Science, Michigan State University (1983)  
B.A., Management, Seoul National University, Korea (1980)  
B.S., Pharmaceuticals, Seoul National University, Korea (1976)

## **RESEARCH INTEREST**

Sentiment Analysis in Social Media Posting: Machine Learning  
Competition and Coordination in Distribution Channels / Supply Chain  
Optimal Product Positioning / New Product Design  
Competitive Pricing  
Marketing / Manufacturing Interface—Quantity Discount for Channel Coordination  
Modeling Competition within Perceptual Space and Conjoint Analysis

## **REFEREED JOURNAL ARTICLES**

Choi, S.C. and O. Turut (2023), “National Brand’s Competition with Premium Private Labels: The Role of Context-Dependent Preferences,” *Journal of Business Research*, 165 (Oct), 114038.

Epstein, L.D., I. Inostroza-Quezada, R.C. Goodstein, and S.C. Choi (2021), “Effects of store promotions on purchase conversion: expanding technology applications with innovative analytics,” *Journal of Business Research*, 128, 279-289.

Cheng, M., C. Anderson, Z. Zhu, and S.C. Choi (2018), “Service Online Search Ads: From a Consumer Journey View,” *Journal of Services Marketing*, 32 (2), 126-141.

Choi, S.C. (2017), “Defensive Strategy against a Private Label: Building Brand Equity,” *Journal of Retailing and Consumer Services*, 34 (Jan), 335-339.

Guo, S. and S.C. Choi (2016), “Optimal Free Trial Strategy of Software in the Digital Environment,” *International Journal of Business Environment*, 8 (1), 43-64.

Choi, S.C. (2015), “Proximity of Retailer Locations under Informative Advertising,” *Journal of Business and Economics*, 6 (2), 231-243.

Coughlan, A., S.C. Choi, et al. (2010), “Marketing Modeling Reality and The Realities of Marketing Modeling,” *Marketing Letters*, 21 (3), 317-333.

- Choi, S.C. (2008), "Optimal Pricing of a Store Brand," *Journal of Product and Brand Management*, 17 (2), 108-114.
- Kim, S. and S.C. Choi (2007), "The Role of Warehouse Club Membership Fee in Retail Competition," *Journal of Retailing*, 83 (2), 171-181.
- Choi, S.C. and A.T. Coughlan (2006), "Private Label Positioning: Quality Versus Feature Differentiation From The National Brand," *Journal of Retailing*, 82 (2), 79-93. [2008 Davidson Honorable Mention Award for the Best Article]
- Choi, S.C. and S. Jagpal (2004), "Duopoly Pricing under Risk Aversion and Parameter Uncertainty," *Journal of Product and Brand Management*, 13 (5, Sept.), 359-368.
- Choi, S.C. (2003), "Expanding to Direct Channel: Market Coverage as Entry Barrier," *Journal of Interactive Marketing*, 17 (1), 25-40.
- DeSarbo, W.S., J. Kim, S.C. Choi, and M. Spaulding (2002), "A Gravity-Based Multidimensional Scaling Model for Deriving Spatial Structures underlying Consumer Preference/Choice Judgments," *Journal of Consumer Research*, 29 (1), 91-100.
- Choi S.C. (1996), "Price Competition in a Duopoly Common Retailer Channel," *Journal of Retailing*, 72 (2), 117-134.
- Choi S.C. (1995), "Price Competition in Two-Level Channel Structures and Its Implication to Channel Strategy," (in Korean) *Korean Journal of Marketing Research* (October).
- Choi, S.C. and W.S. DeSarbo (1994), "A Conjoint Simulation Model Incorporating Short-Run Price Competition," *Journal of Product Innovation Management*, 11 (October), 451-459.
- Choi, S.C. and W.S. DeSarbo (1993), "Game Theoretic Derivations of Competitive Strategies in Conjoint Analysis," *Marketing Letters*, 4 (October), 337-348.
- Choi, S.C., W.S. DeSarbo and P.T. Harker (1992), "A Numerical Approach to Deriving Long-Run Equilibrium Solutions in Spatial Positioning Models," *Management Science*, 38, 75-86.
- Choi, S.C. (1991), "Price Competition in a Channel Structure with a Common Retailer," *Marketing Science*, 10, 271-296.
- Harker, P.T. and S.C. Choi (1991), "A Penalty Function Approach for Mathematical Programs with Variational Inequality Constraints," *Information and Decision Technologies*, 17, 41-50.
- Choi, S.C., W.S. DeSarbo and P.T. Harker (1990) "Product Positioning under Price Competition," *Management Science*, 36, 175-199.

## BOOK CHAPTERS

- Choi, S. Chan and Ozge Turut (2022), "National Brand's Incentive to Offer Premium Private Labels," *Advances in National Brand and Private Label Marketing*, Martinez-Lopez, F.J., Gázquez-Abad, J.C. (Eds.), Springer, 49-56
- Choi, S. Chan, Ju Myung Song, Yao Zhao, and Xiaowei Xu (2019), "Review of Coordination Models in Marketing Channels and Supply Chain," Ingene and Brown eds. *Handbook of Research in Distribution Channels*, Edward Elgar Publishing, 226-266

- Choi, S. Chan (2018), "Private Label Sourcing Negotiation: Premium PL from Dual Brander," *Advances in National Brand and Private Label Marketing*, Martinez-Lopez, F.J., Gázquez-Abad, J.C. (Eds.), Springer, 135-142
- Choi, S. Chan (2017), "Pricing a Private Label: The National Brand's Wholesale Price Is Irrelevant," *Advances in National Brand and Private Label Marketing*, Martinez-Lopez, F.J., Gázquez-Abad, J.C., Ailawadi, K., Yagüe, M.J. (Eds.), Springer, 183-190.
- Choi, S.C. (2015), "Marketing Research in the Pharmaceutical Industry," *Pharmaceutical Marketing* (in Korean), Korean Ministry of Health and Welfare, 77-130.
- Choi, S. C. (2014), "Defensive Strategy against a Private Label: Building Brand Equity," *National Brands and Private Labels in Retailing*, Gázquez-Abad, J.C., Martínez-López, F.J., Esteban-Millat, I., Mondéjar-Jiménez, J.A. (Eds.), Springer, 53-60.
- Choi, S.C., L. Lei, and Q. Wang (2004), "Quantity Discount Models in Supply Chain," an invited chapter in Chakravarti, Amiya and Jehoshua Eliashberg (eds.), *Managing Business Interfaces: Marketing, Engineering, and Manufacturing Perspectives*, Kluwer Academic Publication, 133-171.
- Yuko Minowa and S. Chan Choi (1996), "Optimal Pricing Strategies for Primary and Contingent Products under Duopoly Environment," in Jorgensen and G. Zaccour (eds.), *Dynamic Competitive Analysis in Marketing*, S. Berlin, Germany: Springer-Verlag, 111-124.
- Choi, S.C., W.S. DeSarbo and P.T. Harker (1995), "Product Positioning under Price Competition," in J. Thisse and G. Norman (eds.), *The Economics of Product Differentiation*, Cheltenham, UK: Edward Elgar Publishing.
- Choi, S.C. (1994), "Vertical Integration of Channel Structure," in P.W. Yu (ed.), *Modern Marketing Science* (in Korean), Seoul, Korea: Bobmoonsa. 321-344.
- Harker, P.T., F.A. Moseley and S.C. Choi (1986), "Private Market Participation in Urban Mass Transportation: Theory and Application to the Philadelphia Region," *Report for U.S. Department of Transportation*.

## **PAPERS IN PREPARATION**

- National Brand's Incentive to Offer Premium Private Labels (with Ozge Turut)
- Inter-segment Lead Scoring in B2B Market (with Jingyuan Yang)
- Predicting Consumer Preference on Brand-Generated Instagram Content (with Xiaoru Gao)

## **REFEREED CONFERENCE PROCEEDINGS**

- Gao, X., S.C. Choi, K. Kim, S. Kim, and M. Chakrabarti (2023), "Instagram Posting Strategy For Luxury Fashion Brands," *Proceedings of The Mystique of Luxury Brands Conference*, Ho Chi Minh City, Vietnam, November 2023. (Also in the [eBook of the Korean Scholars in Marketing Science International Conference](#), Seoul, Korea, November 2023).

- Choi, S.C. (2014), "Proximity of Retailer Locations under Informative Advertising," *Proceedings of the 6<sup>th</sup> Asia-Pacific Business Research Conference*, Seoul, Korea, May 2014.
- Choi, S.C. and A.T. Coughlan (2008), "Private Label Positioning: Quality versus Feature Differentiation From The National Brand," *Proceedings of AMA Winter Educators' Conference*, Austin, TX, February 2008
- Choi, S.C. (2007), "Effects of Channel Intermediaries on Quality-Price Competition," *Proceedings of the 2nd HEC Workshop on Game Theory in Marketing*, Montreal, June 2007.
- Choi, S.C. and B. Stern (2007), "Defensive Strategies against A Private Label: Price Cut Vs. Brand Building," *Proceedings of the Academy of Marketing Science Conference*, Miami, FL, June 2007 (with B. Stern).
- Choi, S.C. (2006), "Quantity Discount for Channel Coordination under Price Expectation," *INFORMS International Conference*, Hong Kong, June 2006.
- Kim, S and S.C. Choi (2006), "Membership Fee: Why Do Warehouse Clubs Care?" *Proceedings of Northeast Decision Science Conference*.
- Choi, S.C., L. Lei, Wang, CX Fan (2005), "Coordinating a Three-Partners Supply Chain via Quantity Discount," *Proceedings of Northeast Decision Sciences Conference*.
- Choi, S.C. and S. Jagpal (2005), "Duopoly Pricing under Risk Aversion and Parameter Uncertainty," *Proceedings in Game Theory in Marketing Conference*, HEC Montreal.
- Choi, S.C. (2005), "Expanding to Direct Channel: Market Coverage as Entry Barrier," *Proceedings of the NYU Conference on Multi-Channel Marketing in Interactive Environments*.
- Minowa, Y. and S.C. Choi (1995), "Optimal Pricing Strategies for Primary and Contingent Products under Duopoly Environment," in S. Jorgensen and G. Zaccour (eds.), *Proceedings of the International Workshop on Dynamic Competitive Analysis in Marketing*, 235-40.
- Choi, S.C., W.S. DeSarbo and P.T. Harker (1990), "A Strategic Analysis of Product Positioning and Competition," *Proceedings of Management Science Conference on the State of the Art in Theory and Method in Strategy Research*, The Institute of Management Science, Philadelphia, PA.
- Choi, S.C. and S. Jagpal (1993), "Competitive Price Strategy and Parameter Uncertainty: A Simulation Study," *Proceedings of the 2nd International Conference of Decision Sciences*, Decision Science Institute, Seoul, Korea, 681-684.
- Choi, S.C. and W.S. DeSarbo (1993), "A Conjoint Simulation Model Incorporating Short-Run Price Competition," *Proceedings of the 2nd International Conference of Decision Sciences*, Decision Science Institute, Seoul, Korea, 673-676.
- Harker, P.T. and S.C. Choi (1987), "Equilibrium in Competitive Urban Mass Transportation Markets," *Proceedings of 10th International Symposium on Transportation and Traffic Theory*, New York: Elsevier, (Cambridge, MA).

## CONFERENCE/SEMINAR PRESENTATIONS

### Invited Sessions

“Effects of Channel Intermediaries in Quality-Price Competition,” INFORMS Annual Conference, Philadelphia, November 2015

“Location of a Branded Retail Store,” Game Theory in Channels of Distribution, HEC Montreal, November 2009

Wharton School: “Location of a Branded Retail Store: Let them Shop Around!” Erin Anderson Research Conference, October 2008.

The same topic, in various stages, was also presented at Korea University (11/08), Aju University (11/08), and Seoul National University (12/08).

Award Presentation: "Private Label Positioning: Quality Versus Feature Differentiation From The National Brand," AMA Winter Educators' Conference, Austin, TX (February 2008, with Anne T. Coughlan)

Wharton School: “Delegation and Consignment in Distribution Channels” (Discussant), Conference on the Future of Distribution Channel Research, May 2006.

HEC Montreal: “Duopoly Pricing under Risk Aversion and Parameter Uncertainty,” Game Theory in Marketing Conference, June 2005.

NYU, Stern School: “Expanding to Direct Channel: Market Coverage as Entry Barrier, Conference on Multi-Channel Marketing in Interactive Environments,” May 2005.

TIMS-ORSA: “Game Theoretic Derivations of Competitive Strategies in Conjoint Analysis,” San Francisco, October 1992.

### Other Conference Presentations

Instagram Posting Strategy For Luxury Fashion Brands

-The Mystique of Luxury Brands Conference, November 2023, Ho Chi Minh City, Vietnam.

-Korean Scholars of Marketing Science International Conference, November 2023, Seoul, Korea.

Dynamic Effects of Store Promotions on Conversion Fraction: Expanding Technology Applications with Innovative Analytics, INFORMS Annual Meeting, October 2023, Phoenix, Arizona (with I.E. Inostroza-Quezada, L.D. Epstein, R.C. Goodstein).

How does Brand-Generated Content on Social Media Influence Consumers: Empirical Study with Fashion Brands in Instagram, Global Marketing Conference, July 2023, Seoul, Korea.

National Brand's Incentive to Offer Premium Private Labels, Conference on National Brand and Private Label, June 2022, Barcelona, Spain (online conference).

Multi-focal Lead Scoring for Predictive Modeling in a Business-to-Business Market, PBFEM Conference, June 2019, Taipei, Taiwan (Session chair).

Premium Private Label Sourcing And Bargaining, Global Marketing Conference, July 2018, Tokyo, Japan.

Private label sourcing negotiation: premium PL from dual brander, Conference on National Brand and Private Label, July 2018, Barcelona, Spain.

Premium Private Label Sourcing from a Dual Brander: Competition and Negotiation, Marketing Science Conference, June 2018, Philadelphia, PA.

Private Label Sourcing and Negotiation: Dual Brander vs. Dedicated Supplier. International Conference of Asian Marketing Association, April 2018, Bangkok, Thailand.

Private Label Pricing: National Brand's Wholesale Price Does Not Matter, Conference on National Brand and Private Label, June 2017, Barcelona, Spain.

Pricing, Commission and Sales Promotion in a Distribution Channel, Marketing Science Conference, Shanghai, China, June 2016, Seoul National University & Yonsei University, Korea, Oct. 2016

The Impact of Free Samples under Imbalanced Duopolist Competition, Marketing Science Conference, Shanghai, China, June 2016 (with Guo)

Analyzing Customer Online Search Queries: A Semantic Approach in Sponsored Search Advertising, 6th Advances in Hospitality and Tourism Marketing and Management Conference, Guangzhou, China, July 2016 (Presented by Cheng Ming)

Effects of Channel Intermediaries on Quality-price Competition, INFORMS Annual Conference, Philadelphia, November 2015

Optimal Free Trial Strategy of Software in the Digital Environment, Seoul National University, May 2015; Korea University, June 2015

Analyzing the Options and Interactions between Internet Users, Online Advertisers, and Search Engine, Marketing Science Conference, Atlanta, GA, June 2014 (with Cheng)

Free Trials in the Software Industry under Consumer Learning, Marketing Science Conference, Atlanta, GA, June 2014 (with Guo)

Defensive Strategy against a Private Label: Building Brand Equity: Conference Program Committee Member, Advances in National Brands & Private Labels in Retailing, Barcelona, Spain, June 2014

Retailer's Incentive for Collaboration in National Brand's Equity Building, Asia-Pacific Business Research Conference, Seoul, Korea, May 2014.

Hedonic Quality Differentiation and Channel Choice, Marketing Science Conference (Session Chair), Houston, June 2011

Effects of Channel Intermediaries on Quality-Price Competition, Organized and chaired two special sessions at Marketing Science Conference, Cologne, Germany, June 2010.

Product Repositioning and Brand Inertia: The US Automobile Market, INFORMS Annual Meeting, Washington DC, October 2008 (with Yeniyurt).

A Longitudinal Analysis of Brand Positioning Changes in the U.S. Automotive Market 1997 to 2005, Marketing Science Conference, Vancouver, June 2008 (with Yeniyurt).

Incentive for Information Sharing in the Pharmaceutical Industry, Marketing Science Conference, Singapore, June 2007.

Effects of Channel Intermediaries on Quality-Price Competition, 2nd HEC Workshop on Game Theory in Marketing, Montreal, June 2007.

Defensive Strategies against A Private Label: Price Cut Vs. Brand Building, Academy of Marketing Science Conference, Miami, FL, June 2007 (with B. Stern).

Quantity Discount for Channel Coordination under Price Expectation, INFORMS International Conference, Hong Kong, June 2006.

A Review and Outlook of Channel Coordination, Marketing Science Conference, Pittsburgh, PA, June 2006.

Membership Fee: Why Do Warehouse Clubs Care? Northeast Decision Science Conference, San Juan, Puerto Rico, March 2006.

Measuring Effects of Marketing Mix from Imperfect Data, Marketing Science Conference, Atlanta, GA, June 2005 (with Jagpal, Chatterjee, Xie, and Li).

Duopoly Pricing under Risk Aversion and Parameter Uncertainty, HEC Workshop on Game Theory in Marketing, Montreal, June 2005 (with S. Jagpal).

Coordinating a Three-Partners Supply Chain via Quantity Discount, Northeast Decision Science Conference, Philadelphia, March 2005 (with Lei Lei).

Duopoly Pricing under Risk Aversion and Parameter Uncertainty (Session Chair), Marketing Science Conference, Erasmus University, Rotterdam, the Netherlands, June 2004 (with Sharan Jagpal).

Quantity Discount for Channel Coordination (Session Chair), Marketing Science Conference, University of Maryland, College Park, MD, June 2003.

National Brand/Private Label Competition: Brand Asymmetry, Marketing Science Conference, Edmonton, Canada, June 2002 (with Anne Coughlan).

Measuring Gravity Effects in Internet Auctions: A Gravity-Based MDS Model (Session Chair), Marketing Science Conference, Wiesbaden, Germany, July 2001 (with Wayne S. DeSarbo).

Optimal Equity-Building in Competition with a Private Label, Marketing Science Conference, UCLA, CA, June 2000 (with Anne Coughlan).

Defensive Strategies of a National Brand Facing a Private Label, INFORMS Conference, Philadelphia, PA, November 1999.

Quality Competition in a Distribution Channel, Marketing Science Conference, Syracuse, NY, June 1999.

A Model of Private Label Competition, Marketing Science Conference, Paris, July 1998.

Duopoly Pricing under Risk Aversion and Parameter Uncertainty, Marketing Science Conference, Berkeley, CA, March 1997.

A Model of Price Competition with a Private Label, Marketing Science Conference, Sydney, Australia, July 1995.



A Conservative Strategy of Product Design via Conjoint Analysis, KMA/AMA Joint Conference, Seoul, Korea, May 1995.

A Model of Private Label Competition, ORSA/TIMS, Detroit, October 1994.

A Model of Private Label Competition, Seoul National University, July 1994.

A Model of Private Label Competition, Yonsei University, July 1994.

Competitive Price Strategy and Parameter Uncertainty, Marketing Science Conference, Tucson, March 1994.

Effects of Demand Uncertainty and Risk Attitude on Equilibrium Prices, TIMS/ORSA, Phoenix, November 1993.

Competitive Price Strategy and Parameter Uncertainty: A Simulation Study, 2nd International Conference of Decision Sciences, Seoul, June 1993.

A Conjoint Simulation Model Incorporating Short-Run Price Competition, 2nd International Conference of Decision Sciences, Seoul, June 1993.

Price, Quality, and Service Competition in a Two-Echelon Channel, Marketing Science Conference, London, July 1992.

Competitive Pricing in a Channel Structure with a Common Retailer, TIMS-ORSA, Philadelphia, October 1990.

Channel Structure and Competitive Pricing, TIMS-ORSA, New York, NY, October 1989.

A Strategic Analysis of Product Positioning and Competition, Management Science Conference on the State of the Art in Theory and Method in Strategy Research, Philadelphia, PA., May 1989.

A Penalty Function Approach for Mathematical Programs with Variational Inequality Constraints, ORSA-TIMS, Denver, CO., October 1988.

Competitive Product Positioning: The Case of Long-term Equilibrium, North American Meeting of the Regional Science Association, Baltimore, MD, November 1987.

Optimal Product Positioning: The Case of Market Leadership, ORSA-TIMS, St. Louis, MO, October 1987.

Game Theoretic Aspects of Product Pricing and Design, ORSA-TIMS, St. Louis, MO., October 1987.

Optimal Product Positioning Equilibria in Multidimensional Unfolding Models, International Symposium on Location Decision, Namur, Belgium, June 1987.

Optimal Product Positioning and Pricing: The Case of Short-term Competition, ORSA-TIMS, New Orleans, LA., May 1987.

Equilibrium Analysis of Optimal Product Positioning, ORSA-TIMS, Miami, FL., October 1986.

## **PROFESSIONAL ACTIVITIES**

**Associate Editor:**

*Journal of Retailing* (January 2015-2022t)

*International Journal of Business Environment* (Sept 2014-present)

**Editorial Board:**

*Journal of Retailing* (June 2009-2015)

**Guest Area Editor:**

*Marketing Science* (2007-08)

**Ad hoc Reviewer: Academic Journals**

*Marketing Science*

*Management Science*

*Journal of Retailing*

*Decision Sciences*

*Journal of Interactive Marketing*

*Production and Operations Management*

*Journal of Economics and Management Strategy*

*Journal of Marketing Research*

*European Journal of Operational Research*

*Managerial and Decision Economics*

*Journal of Product and Brand Management*

*Marketing Theory*

*J of Econ Interaction and Coordination*

*J of Retailing and Customer Services*

**Reviewer: Books**

*Marketing Research* (Aaker, Kumar, and Day 2005)

*Applied Conjoint Analysis* (Rao, Green and Wind 2005)

*Marketing Models of Distribution Channels* (Ingene and Parry 2003)

*Marketing*, 6th ed. (Berkowitz, Kerin, Hartley, and Rudelius 2002)

**Referee: Tenure/Promotion Cases, Grants, Conferences Evaluation**

Hong Kong Research Grant Council (2003, 2007, 2011, 2017)

The Wharton Conference on the Future of Distribution Channel Research (May 2006)  
NSF Grant Proposal (2005)  
Social Sciences and Humanities Research Council of Canada Grant Proposal (2004, 2009)  
Tenure/Promotion Cases for Several Universities in the US, Canada & UAE

### **Conference Program Committee:**

Program Committee Member: 27th PBFEM Conference, Taiwan (2019)  
Program Committee Member: Research on National Brand & Private Label Marketing  
International Conference, Barcelona, Spain (2014-current)

### **AWARDS AND RECOGNITIONS**

*Journal of Retailing* Best Reviewer Award (2010, 2016, & 2018)  
*Who's Who in America*, 2009-current  
Fulbright US Scholarship Award to Korea (KAIST: July-Dec. 2008)  
2008 Davidson Honorable Mention Award for the Best Article in *Journal of Retailing* 2006 (v. 82) for "Private Label Positioning: Quality versus Feature Differentiation from the National Brand," (with Anne T. Coughlan)  
Korean Marketing Association Best Paper Award (1996)  
RBS Junior Faculty Research Award (1992), Graduate School of Management, Rutgers University (at most one such award is presented annually)  
Henry Rutgers Research Fellowship (1990-91 and 1991-92), Rutgers University: Fellowship research fund and course reduction -- One Fellowship in the Graduate School of Management  
Honors Student (1978-80), Seoul National University (second of 100 students in the School of Management in the Class of 1980)

### **GRANTS AND FELLOWSHIPS**

Team Member of Rutgers Initiative on Climate and Social Policy Project: PSE&G Grant of \$400,272 (Jan.-Dec. 2010)  
Co-Principal Investigator and Project Manager: HDMA-Pharmaceutical Supply Chain Information Sharing Project Phase I, A Grant of \$350,000 (Feb.-Oct. 2006)  
RBS Research Grant (1992-95, 2000-01, 2002-08, 2009-11), Rutgers Business School (RBS)  
Dean's Grant for E-Commerce Research (2001-02), Rutgers Business School  
GE Teaching Fellowship Award (1997-98, 1998-99, and 2000-01), Rutgers University  
Rutgers University Research Council Grant (1993-94, 1994-95, and 2000-01)

California State University Award for Research (1990), California State University: Fellowship research fund and course reduction

Affirmative Faculty Development Award (1990), San Jose State University

University Fellowship (1985-87), University of Pennsylvania

## **MEDIA APPEARANCE**

*Fortune.com*, oped: "Apple Is Really Good at Making You Think \$1,000 Isn't That Much for an iPhone," September 2017 (<http://fortune.com/2017/09/14/apple-iphone-x-price>)

*CIO Web Business Magazine*, "Reading Between Lines," April 1988

*Christian Science Monitor*, "And the Spending is Easy," June 10, 2002

## **COURSES TAUGHT**

Marketing Models (Ph.D.)

Pharmaceutical Marketing Research (MBA)—newly developed (2004-6)

Marketing Research (MBA)

Marketing Management / Decision Making for Marketing (MBA)

E-Tailing (MBA)—newly developed (1999)

Principles of Marketing

Marketing Models of Competition (Ph.D.)—newly developed (1991-2)

Guest Lecture (2000-2003): EcoVitality Class, School of Law, Rutgers University

## **TEACHING INTERESTS**

Quantitative Marketing Models

Marketing Research

New Product Strategy

Marketing Management / Marketing for Decision Making

Channels of Distribution

Pricing Strategy

Competitive Marketing Strategy

## **PROFESSIONAL AFFILIATIONS**

INFORMS (Marketing College)

American Marketing Association

Pharmaceutical Marketing Research Group (PMRG)

## **UNIVERSITY SERVICE**

### **Rutgers University**

Member: Rutgers Grievance Committee (2001-2002)

Advisor: EcoVitality (a non-profit environmental group associated with Rutgers University: New York, NY; 2000-02)

### **Rutgers Business School (RBS)**

Founding Director: Center for Marketing Research, RBS (2011-current)

Member: RBS Strategic Planning Committee (2002-05, 2012-13, 2016-17, 2021-22); Chair (2011-12)

Member: RBS MBA Academic Standing Committee (2021-22)

Member: RBS Task Force on NTT Promotion (2021-22)

Member: RBS A&P Committee (substitute in Fall 2021)

Member: RBS MBA PT Curriculum Committee (2017-18)

Faculty Advisor: RBS-MBA MRIA Student Club (Jan. 2013-19)

Organizer: Marketing Research Career Fair (January & October 2013; October 2014-18)

Member: RBS ad hoc Committee for Simplicity Framework for Instructional Tech (2012)

Member: RBS Distance Learning Committee (2012)

Organizer: MBA Concentration MRIA (Marketing Research Insights and Analytics; 2011);

Member: Search Committee for MBA Director in RBS (2010)

Member: Recruiting Committee for Senior Academic Program Coordinator (2009)

Member: RBS ad hoc Committee for Junior Faculty Research Award (2009)

Associate Director and Academic Research Fellow: RBS Center for Supply Chain (2004-08)

Principal Investigator: RBS-HCD Joint Polling Project on Physician and Patient Attitudes on Health-related Issues (March 2006-07)

Research Fellow: the Center for Pharmaceutical Management, RBS (2006-2010)

Member: RBS Nominating Committee; Committee of Review; Rules of Procedure Committee (2003-04, 2006-07)

Member: RBS ad hoc Committee for Nadler Junior Faculty Teaching Award (2002-07)

Chair: ad hoc Committee for MBA Marketing Research Concentration at RBS (June 2005-February 2006)

Member: RBS-New Brunswick Admissions Committee (2002-05)

Member: RBS Asian Business Research Center Committee (November 2001-05)

Member: RBS Research Resources Committee (1998, 2001-02)

Member: Rutgers, Faculty of Management Computer Policy Committee (1990-2000).

Member: Rutgers, Faculty of Management MBA Admissions Committee (1994-95).

Member: Rutgers, Faculty of Management Information Systems Curriculum Committee (1993-94).

### **RBS—Marketing Department**

Member: Faculty Recruiting Committee (1992, 1993, 1994, 1997, 2001-05, 2008-present)

Chair: Faculty Recruiting Committee (2005-07)

Chair: Committee for Reappointment, Tenure, and Promotion (2005-06)

Administrator: Marketing Validation Exam—School of Business (2001-13)

Administrator: MBA Marketing Qualifying Exam (1990-2013)

### **Before Rutgers**

Member: San Jose State University Affirmative Action Committee (1988-90).

Member: San Jose State University Marketing Curriculum Committee (1988-90).

Member: San Jose State University Quantitative Curriculum Committee (1988-90).

Secretary, University of Pennsylvania TIMS-ORSA Student Chapter (1986-88).

### **STUDENT ADVISING**

Ph.D. Dissertation Advisor

Yuko Minowa (1994): Long Island University (NY)

Nancy Guo (2014): College of Staten Island (CUNY) (NY)

Ming Cheng (2015): Suffolk University (MA)

Minji Jung (2020): Clark University (MA)

Ignacio Inostroza-Quezada (2020): Universidad de Los Andes (Chile)

Xiaoru Gao (current)

Ph.D. Dissertation Committee Member (continuous at Rutgers Business School)

Jingyuan Yang (2019): George Mason University (VA)

Ph.D. Dissertation Committee Member (HEC Montreal 2007)

MBA Independent Study Supervisor (continuous)

Supply Chain Management Student Project for AstraZeneca (MBA and PhD: 2004-05)

EcoVitality Project Marketing Research Teams (MBA and Law School: 1998-99)

Faculty Advisor for Student Organizations:

MBA RAMS Club (2005-08, 2021-current: with Turut)

MBA MRIA Club (2012-2020)

Korean Student Association in New Brunswick Campus (2005-06)

Korean Cultural Club—New Brunswick (1999-2000)

Korean Student Association in Newark Campus (1998-99)